

**Proposal**

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The issue of this magazine ad is the age retirement in France. The retirement age in France has been raised up to the age of 62 from 60. This will make a bad benefit to the people of France. Many young people will have no jobs and be homeless. It will be the same for the middle aged people. If fifty year old man loses a job, he would have many difficulties of regaining one. At the same time the amount of years needed to work are 41. So, most people would have a great chance of working after the age of 62. The Target Market of this magazine advertisement is for adults from the age of 20 to the age of 66, all over France. The advertisement contains an old man with a hunch back and a cane smiling. This shows an old sick man still working and waiting for his retirement to start. By the time he retires he will be dead. This will scare many citizens because people would must work when they are old, sick and of no use. This will alert people and make them do something about it. There will be a heading to this advertisement saying “Mummification for retirement, please”, instead of retirement age. This advertisement would be in political magazines, of which I am not sure exactly which. The podcast will contain two middle aged men having a conversation. The conversation will be about them sharing ideas of the age retirement and the changed that has been made. One will say all the bad things of the retirement age being raised.